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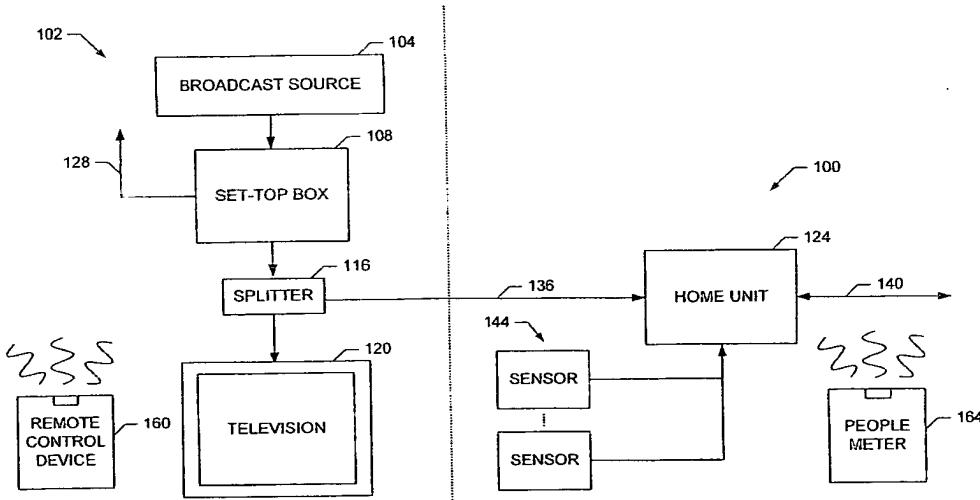
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(54) Title: METHODS AND APPARATUS TO DETERMINE AUDIENCE VIEWING OF VIDEO-ON-DEMAND PROGRAMS

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(57) Abstract: Methods and apparatus to determine audience viewing of video-on-demand programs are disclosed. An example method disclosed herein comprises creating a reference database corresponding to a set of VOD programs, determining whether a VOD program is selected at a subscriber site, extracting at least one identifier from a signal carrying the VOD program, and cross-referencing the at least one identifier with the reference database.